

NEBRASKA vs. IOWA STATE

The background features a stylized illustration of a woman's face in profile, wearing a light-colored hat and a yellow patterned scarf. Below her is a large, glowing, yellow-orange explosion or firework. At the bottom of the page, there is a dynamic illustration of several football players in action, running and tackling on a field.

OFFICIAL PROGRAM

October 5, 1935
25 Cents

H. H. Anderson



THE TURF OF THE GRIDIRON

PICTURED ABOVE WAS FED

RATH'S PLANT FOOD

Look at its dark green color and how it stands the terrific strain and abuse given it by the football players.

Use Rath's Plant Food on your lawn.

Ask Iowa State Athletic officials about RATH'S PLANT FOOD.

THE RATH PACKING CO.

Waterloo, Iowa

Best in the Midwest Since 1896

The Cyclone-Cornhusker Gridiron Classics



Official Souvenir Program

Nebraska
vs.
Iowa State

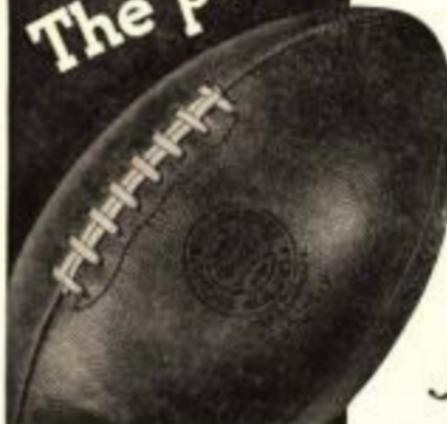
State Field, Oct. 5, 1935

Published by the Iowa State
Department of Athletics

CARL HAMILTON, Editor

MRS. J. ROSS, Business Manager

The perennial grid ace!



The Spalding 33-V Football is the consistent first choice for headline engagements.

Spalding manufactured the first football made in America. And every kicking and passing record has been made with the Spalding ball.

No more impressive testimonial to the uniformity, durability and reliability of the football—and of football equipment—can be written. For Spalding equipment is also preferred by the leaders.

A.G. Spalding & Bros.
Athletic Equipment

JOSTEN'S

TREASURE-CRAFT JEWELERS AND STATIONERS

CLASS RINGS AND PENS

MEDALS, TROPHIES

COMMENCEMENT INVITATIONS

GENERAL OFFICE & FACTORY: OWATONNA, MINN.

SERVICE OFFICES

CLEVELAND
627 UNION TRUST BLDG.

OMAHA
218 NO. 39TH ST.

CHICAGO
335 EAST OTTAWA ST.

WICHITA
487 SCHWEITZER BLDG.

PROVIDENCE
147 PUBLIC ST.

GREAT FALLS
3101 FIFTH AVE.

MINNEAPOLIS
PENNANT TOWER

"For He's a Nebraska Man . . ."

Coach Bible Brings His Gridiron Prodigies to State Field for 39th Anniversary Clash

Since 'way back in 1896, you of Nebraska and we of Iowa State have been getting together in these annual football affairs which have become a tradition with our respective schools and a gridiron classic of the Midlands. Perhaps you have won a few more football games than we, but for now that is so much water under the bridge and both of us are considering today's prospects.

Frankly, we like that little fellow with the bald pate who coaches those mighty Husker teams. We like him because he is a true sport and because he's a Nebraska man. He has produced some wonderful football teams at Nebraska, this Dens X. Bible, and we admire him greatly for it.

Last year, as you remember, Nebraska won the game in that horseless bedecked stadium of yours at Lincoln. After the game, Coach Bible came to the Iowa State dressing room and said, "Well, Veenker, did my boys pull anything you didn't like?"

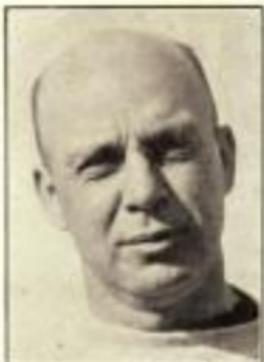
Our own George Veenker had no cause for complaint.

Then Bible asked, "Were you satisfied with the officiating, the conduct of the crowd and the play of my team?"

Again Coach Veenker had nothing to which he might object.

So that's what we like about your own Dens X. Bible, he's a square shooter. He has caused us no little embarrassment in bygone years by defeating our teams. But we're not holding that against him.

This year, we understand, he has another of those phenomenal elevens which have made the names of your Weirs and Rhoads, your Master-



DENS X. BIBLE

sons and Sowers, and your Meiers and Carlwells nationally famous.

But this year our Cyclones have a number of men back who played in Lincoln that cold, raw day last fall and were beaten 7 to 6. Some of them, too, played in that game two years ago when you won 26 to 0. These men want to defeat the Huskers before they graduate.

We believe in our Cyclones and the man who coaches them. We think we can give you your money's worth of football game the same as you gave us in Lincoln last fall.

That game, we believe, was one of the hardest played all year. We were greatly disappointed, of course, when Fred Poole's kick missed the cross bar by inches and the Cornhuskers won, 7 to 6.

Today, however, we hope our team can win. You have the same expectations for your Cornhuskers. But regardless of the outcome we want you people of Nebraska to know that every year we have grown to look forward to the Cornhusker game with more expectancy than any other on our schedule.

And moreover, we hope this great Cyclone-Husker series may continue for many years, and for today, may the best team win!

"I like your new hat"

These are welcome words coming from anyone—

We regard it as our duty to assist each customer in choosing the hat best adapted to his individuality.

The tapered crown hat sketched here is THE hat for young men—

—But this style is only one of many in our stock.

Try some on after the game, and let us help you select one that you can wear correctly!!!

LEE HATS

\$3.50-\$3.95

STETSON HATS

5.00-\$5.50



JAMESON'S

TWO STORES

DOWNTOWN

CAMPUS

College Savings Bank

AMES, IOWA

Capital and Surplus

\$80,000

Depository

Iowa State Athletic Association

FOR PURE PASTEURIZED

MILK

AND RICH, DELICIOUS

ICE CREAM

CALL

Moore
Brothers
Dairy

PHONE 309

114 KELLOGG

O'SHEA KNIT GOODS

We specialize in making Honor sweaters for schools
—furnished in all standard colors. Special ten-day
delivery. Chenille or Felt letters or emblems.

PRACTICAL • PERFECT
POPULAR

Endorsed and Used
by All Leading
Coaches and Schools

Write for Quotations and Complete Information to

Hopkins Sporting Goods Company

ATHLETIC KNITTED WEAR FOR EVERY SPORT

412 Seventh St. - - - - - Des Moines, Iowa

Iowa State Coaches

This fall George Veenker enters his fifth year as head football coach and his fourth year as director of athletics at Iowa State College. Able sports writers throughout the Midwest have told in columns what we would like to put in a single paragraph here about his successes on the gridiron. Therefore we'll confine ourselves to suggesting that you take cognizance of our Big Six championship basketball team, a baseball team of similar honor, and the more obvious physical improvements in our athletic plant—20 acres of landscaped play field just north of State Gym, a golf putting green just north of the stadium, a bowling green completed this summer and the beginning of a marvelous recreational ground just north of the campus—all within the last 4 years.



George F. Veenker



Marshall Wells

Introducing to you the newest member of the Athletic Department and the Cyclone coaching staff and an addition of whom we are extremely proud—Marshall Wells. Wells is a Minnesota man and comes to Iowa State with 2 years of coaching experience at Sioux Falls College, Sioux Falls, S. D. His record there was outstanding. While at Minnesota he received recognition on several all-American teams, a berth on the all-Big Ten team and the all-Western team. Later he played in the New Year's Day East-West football classic in San Francisco and in the Century of Progress game in Chicago in 1933. He coaches the Cyclone forward wall.

"Truck" is now head baseball coach at Iowa State and more recently famous for the championship team which he coached last spring. And besides being freshman basketball coach, he assists on varsity football by coaching the ends. Joe is a Michigan man and came to Iowa State in 1932. At Michigan he was one of the school's greatest all-around athletes and the last eight-letter man to graduate from that institution. He played center and end on the football team, center on the basketball team and catcher on the baseball team. Before coming to Iowa State Joe coached at Olivet College in Michigan.



J. E. Thompson

CYCLONE BOOSTERS

THE IOWA STATE COLLEGE ATHLETIC COUNCIL TAKES THIS MEANS OF EXPRESSING THEIR APPRECIATION TO THE FOLLOWING BUSINESS MEN OF AMES FOR THEIR LOYAL SUPPORT IN PUBLISHING THIS PROGRAM.

ALLEN MOTOR CO.
AMES BUILDING & LOAN ASSOCIATION
AMES GRAIN & COAL CO.
AMES LAUNDRY
AMES PANTORIUM—CLEANERS
AMES TRUST & SAVINGS BANK
BAUGE SHOE COMPANY
BRANNHEIG & ALM
CARTER PRESS
CARR HARDWARE COMPANY



CAPTAIN IKE HAYES

CHRISTENSEN HARDWARE COMPANY
COE'S FLOWER SHOP
COLLEGE BOOK STORE
COLLEGE INN
COLLEGE SAVINGS BANK
COLLEGIATE MANUFACTURING CO.
DUDGEON'S JEWELRY
FAIR STORE
FRANK THEIS, DRUGGIST
HAWKEYE LAUNDRY
JAMESON'S CLOTHING STORES
JUDGESCH BROTHERS, DRUGGISTS
KIMLER COAL & ICE COMPANY
KNAPP & MARTIN, INSURANCE
LINCOLN WAY PHARMACY
LINQUIST CLEANERS & TAILOR
McDOWELL & JACOBSON INSURANCE
MELBURG'S BAKERY



BILL ALLESHER

MEMORIAL UNION
MOORE BROS. DAIRY
MUNN ELECTRIC COMPANY
MUNN LUMBER COMPANY
OLMSTEAD CLOTHING
O'NEIL DAIRY
PARSONS LEATHER GOODS
S. HANSON LUMBER COMPANY
SHELDON-MUNS HOTEL
STUDENT SUPPLY STORE
L. C. TALLMAN, JEWELER
TILDEN MANUFACTURING COMPANY
TRIBUNE PUBLISHING COMPANY
TRUEBLOOD'S SHOE STORE
UNION STORY TRUST & SAVINGS BANK
WILSON, CLAIR E., CLEANERS



HAROLD MILLER

Cyclone Veterans



Don Gandy



Wernie Park



Tommy Neal



Wilvie Kneller



John Catron



Harold Birnes



You too will want an
"IOWA STATE"
BLANKET

Colorful—Comfortable, Iowa State Blankets are a mighty popular thing to have for football days. Made of highest grade all-wool material, expertly tailored, and with an "I," college seal, or fraternity crest.

These are the same quality blankets that have been used for many years as honor awards for graduating lettermen at Iowa State and many other leading universities and colleges throughout the United States. They may be purchased at the

Campus at either the
STUDENT SUPPLY STORE or
TIDEN'S CAMPUSTOWN STORE

Manufactured by

COLLEGIATE MFG. CO.

"Designers and Makers of Distinctive School Merchandise."

AMES, IOWA

Brannberg & Alm

FAMOUS FOOTWEAR
for
MEN—WOMEN

Nunn-Bush for Men

Red Cross for Women

For Every Wear Everywhere
Bring Your Foot Troubles Here

Brannberg & Alm
DOWNTOWN—AMES

NOTICE!

THE CROWD, YOU WILL SEE HUNDREDS OF L.S.C. BLANKETS
WE SELL THEM

Student Supply
Store
NEXT TO AMES THEATER

1935

IOWA STATE CYCLONES



RUSHMORE
END



JOHNSON
BACK



STAEKER
TACKLE



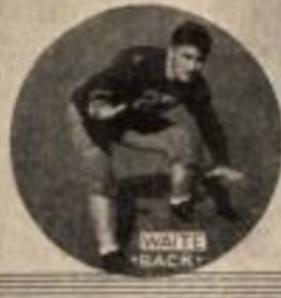
HATMAN
BACK



HANNA
CENTER



DUSHNER
CENTER



WAITE
BACK



HANSEN
TACKLE

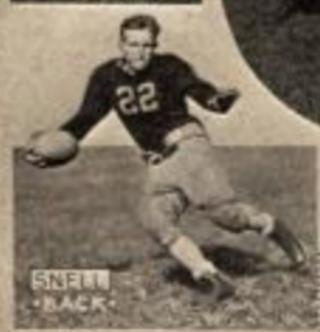
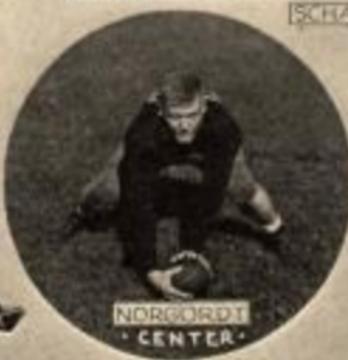
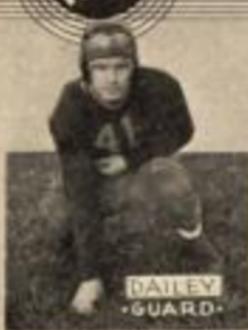


ROBERTS
GUARD

Legends for Roberts and Waite transposed.

1935

IOWA STATE CYCLONES



Presenting: Cyclone Sophomores

"In sophomores there is strength" runs the gridiron version of that time-honored epitome with which everyone is familiar.

How much strength there is in these youngsters, no one knows. They are the unknown quantity of every college football squad.

Coaches, however, and even those enthusiasts whose fanatical interest dubbs them "carburetor coaches" and other less dignified titles, realize that without an ambitious group of green gawky youngsters gamboiling about the green, a football squad is but the skeleton of a winning team.

A squad without sophomores is preparing to be kicked downstairs . . . perhaps not this year but in the very near future.

And at the same time, those youngsters are an indication that the Athletic Department of an institution is being recognized as a winner of games and above all a builder of men.

And that, folks, is just another reason—along with a championship basketball team, a championship baseball team, greatly improved athletic equipment, a recently begun recreational area, and numerous other improvements all operating on a sound financial basis—why Cyclone fans are finding a good deal to be mighty optimistic about these days.

This year, more than half of the Iowa State College football squad is made up of sophomores, all looking forward to the day when their time will come to carry on for the Cyclones. They have already spent one long grueling season just to be called on the squad. They'll probably spend another even more grueling one—just to sit on the sideline during the games. Then, maybe the third year, they will get on the first string—part of the time. The fourth year they'll be referred to as veterans and be the backbone around whom winning teams are built.

Is it any wonder that coaches are interested in these youngsters?

The Cyclone sophomores this fall look especially promising. We're proud of the showing they have made during their first month on the

varsity squad—the way they can take it.

Look 'em over:

For instance there's JOHN ANDERSON of Ankeny, 180-pound candidate for the pivot position on the Cyclone team. At present his chances of developing into a first-rate center seem mighty promising, though the competition indicates that he'll find it no push-over.

And then there's KENNETH BATTLER of Ames, 170-pound halfback who thrives on punishment. An outstanding sophomore tackle, Coach Veenker rates him as one of the best defensive youngsters on the squad . . . as well as one of the most courageous. You'll probably see "Batty" doing a little track work this spring and showing his heels to opposing gridironists next fall.

In making a center out of JAMES DUSHNICK of Bettendorf, the coach remarks that he's spoiling a mighty good tackle. Tall and lanky for pass defense and red-headed for no good reason, Jim's fighting every minute of the time and a bear cat on stopping that aerial attack over the center of the line. A first-string center shortly.

PAUL DOHER of Fort Wayne, Ind., once he gets accustomed to Cyclone tactics, has a lot of possibilities. He's a 160-pound halfback and at times his blocking reminds the more observant Cyclone fans of that greatest of all contemporary Cyclone blocking backs, Marlowe Williams. You'll miss "Willie" this afternoon, incidentally.

Three years ago BILL DANLEY of Ames came out for freshman football and at the end of the season was voted by the coaching staff as the "freshman showing the most improvement during fall practice." Bill weighs a mere 200 pounds and with the improvement which he continues to show every day is headed for a first-string berth.

Up at Sioux City DURWOOD HANSEN played end when he was going to high school. At present, lack of experience is the only thing standing between him and a tackle assignment on the varsity squad. And he tips the scales at 185 as a sophomore.

Hit the line hard
and hit it square

Play the game
and play it fair

Crash right through—
do or die

You've got to be good
to SATISFY.

IOWA STATE

L.E.	L.T.	L.G.	C.	E.G.	R.T.	R.E.
Quatrine	Schafroth	Hayes	Dietrichson	Couillard	Catron	Poole
47	38	54	47	59	31	58

L.H.B.
Allender
33

Q.B.
Neal
25

R.H.B.
Sewell
22

F.R.
Atone
38

SQUAD

No.	Name	Pos.	No.	Name	Pos.
29	Halter	H	43	Hoerner	T
21	Allender	H	44	Walters	G
23	Stael	G	45	Dunner	H
25	Moller	G	47	Dietrichson	C
28	Waite	F	48	Stracklein	G
35	Neel	Q	49	Jacobsen	E
27	Bartman	H	50	Daley, P.	H
29	Kroeger	E	51	Camp	T
29	Anderau	C	52	Poole	E
30	Hansen	T	53	Daley, W.	G
31	Catron	T	54	Olye	H
22	Negoodi	C	55	Hayes	G
32	Jessmen, H.	H	57	Gustafson	H
34	Buchanan	E	58	Hurtig	G
35	Hanna	C	59	Couillard	G
36	Schafroth	T	60	Blumenstein	G
27	Suzuki	G	61	Fitch	H
28	Atone	F	62	Hirsey	F
39	Greb	E	64	Johnson, R.	G
40	Kroeser	H	65	Mazalicky	H
41	VanScoy	H	66	Hobertis	G
42	Patton	G	71	Mosca	H
			75	Thomasson	H

HOMECOMING GAME OCT. 30, 2 P. M.
MISSOURI VS. IOWA STATE



Cyclone Sophomores (continued)

Ed Jackson, also of Sioux City, is another boy with none too much previous gridiron experience but with plenty of the other things that it takes to make a football player. He has shown a lot of improvement this fall and will make a fast wing man for the Cyclones at some future Cornhusker battle.

And from Boone comes Darrell Johnson, who even as a sophomore is giving some of the backfield veterans plenty to worry about. He also lacks only experience, and to offset that rapidly disappearing handicap he is one of the most promising pass receivers among the sophomores. At 185 pounds, he's a good blocking back, too.

Robert Johnson comes from Davenport—over in the section which furnishes many outstanding Cyclones—and since joining the varsity squad has been moved from guard to tackle. He is an especially able man on defense, which, as all fans will agree, is a pretty important characteristic for a tackle.

From Rockwell City over in Calhoun County comes Walter Orr with a tricky side-step and lots of speed. We don't know where he got either one of them but if he can just manage to get loose once in the while, we don't care where he learned to run. Right, he's a halfback at 150 pounds.

Hugh Rossers of Valley Junction is a boy who was invited back to early practice because of the good showing he made in last spring's drill. His performance this fall was far from disappointing. He weighs 170 pounds, is a guard and a very promising first-string candidate.

When Rowland Rushmore was playing football for Jefferson High School he rose to the peak of prep gridiron fame by being named an

all-state man. Most people who see him in action predict similar honors in the Big Six. He's a rangy 170-pound end, who knows his stuff on offense and is a good blocker. One of the best youngsters on the squad and will undoubtedly see a lot of action this year.

Elwin Skill of Mason City should be calling signals for the Cyclones. A true field general and versatile, not even veteran quarterbacks can keep him off the team. You'll see him at halfback, a low, tricky runner who knows how to follow his interference and is a good blocker when the other fellow runs. He can also pass and do some kicking when the going gets tough. The most promising sophomore back.

Another boy from Mason City is Al Stricker, who won his spurs in the Cyclone camp as one of Hugo Otupalk's heavyweight grapplers. He also plays a good game of football at the tackle assignment. At 190 pounds, Al is a promising prospect for the Cyclone forward wall next year.

From over at Gary, Ind., where they grow 'em plenty tough, comes that 185-pound cannon ball, Al Wahr. He is a low driving fullback . . . a good blocker, . . . and especially good at hooking up the line when things begin to look bad. He'll see a lot of action this year.

When Robert Thomas played football at Cedar Rapids he wasn't a first-string man. Since coming to Iowa State he's developed fast, mainly because he's a courageous fellow, he'll tackle anything and failure means only a chance to try again. He can kick, pass and run and will make a first-string halfback or quarterback in the not too distant future.



NEBRASKA

L.E.	L.T.	L.G.	C.	R.G.	R.T.	R.E.
Schaefer 84	Wiley 46	Williams 22	Morrison 46	Hobbs 36	Heldt 32	Dohrmann 36
Q.B. Bauer 34			L.H.B. Dennison 36		R.H.B. Cardwell 36	

F.B.
Francis 36

SQUAD

No.	Name	Pos.	
13	LaNease	S	28
12	Howell	S	29
14	Bates	S	30
15	Turner	S	31
16	Hobbs	G	32
17	Glebo	G	33
18	Edridge	B	34
19	Metztag	C	35
20	Belt	B	36
21	Andrews	B	37
22	Williams	G	38
23	Hale	E	39
24	Cardwell	B	40
25	Dennison	B	41
26	Bettens	B	42
27	Dodd	B	43

OFFICIALS

Referee
Umpire
Field Judge
Head Linesman

Ed. W. Cochran (Kalamazoo)
Ira T. Cardwell (Illinoian)
V. H. Edgar (Grinnell)
See Taylor (Wichita)

Tear 'em Up Cyclones



Dry Goods
Ready-to-Wear
Millinery
Beauty Parlor
Shoes

Going Forward Together

IOWA STATE
IOWA STATE ATHLETICS
THE AMES COMMUNITY
THIS BANK

Since 1903 this Bank has Served
Iowa State and the Ames Com-
munity
Ames Trust & Savings Bank

The Union Story Trust &
Savings Bank Extends to
the Cyclone Team Its Best
Wishes for a Highly Suc-
cessful Season.

The Union Story Trust &
Savings Bank

H. L. Munn
Lumber
Co.

PHONE 2
MAIN AT DUFF

Lumber, Glass, Paint
Roofs, Insulation,
Plus
Prompt Service

Cornhuskers

5

2

19

35



LAWRENCE MCNAUL
CORNHUSKER GUARD

2

5



LESTER McDONALD



HAROLD HOLMBECK



RONALD DOUGLAS

Page Seventeen

TEXT BOOKS
and
SUPPLIES

The College Book Store
On the Campus

Academic Apparel
Sportswear
Athletic Equipment



We manufacture, sell
and rent Caps, Gowns
and Hoods to Universities,
Colleges and High Schools.

Rental service unsur-
passed. Write for cata-
logs and prices.

Tilden Manufacturing Co.

It's America to Want the
Better Things

We carry a full line of Domestic
and Stoker Coals

BURNER OILS OF QUALITY

ELIMINATE YOUR TROUBLES

By

CALLING No. 6

Ames Grain & Coal Co.

Cornhuskers

5

7

1 9

3 5



ROBERT BENSON
CORNHUSKER HALFBACK

2

5



SAM FRANCIS

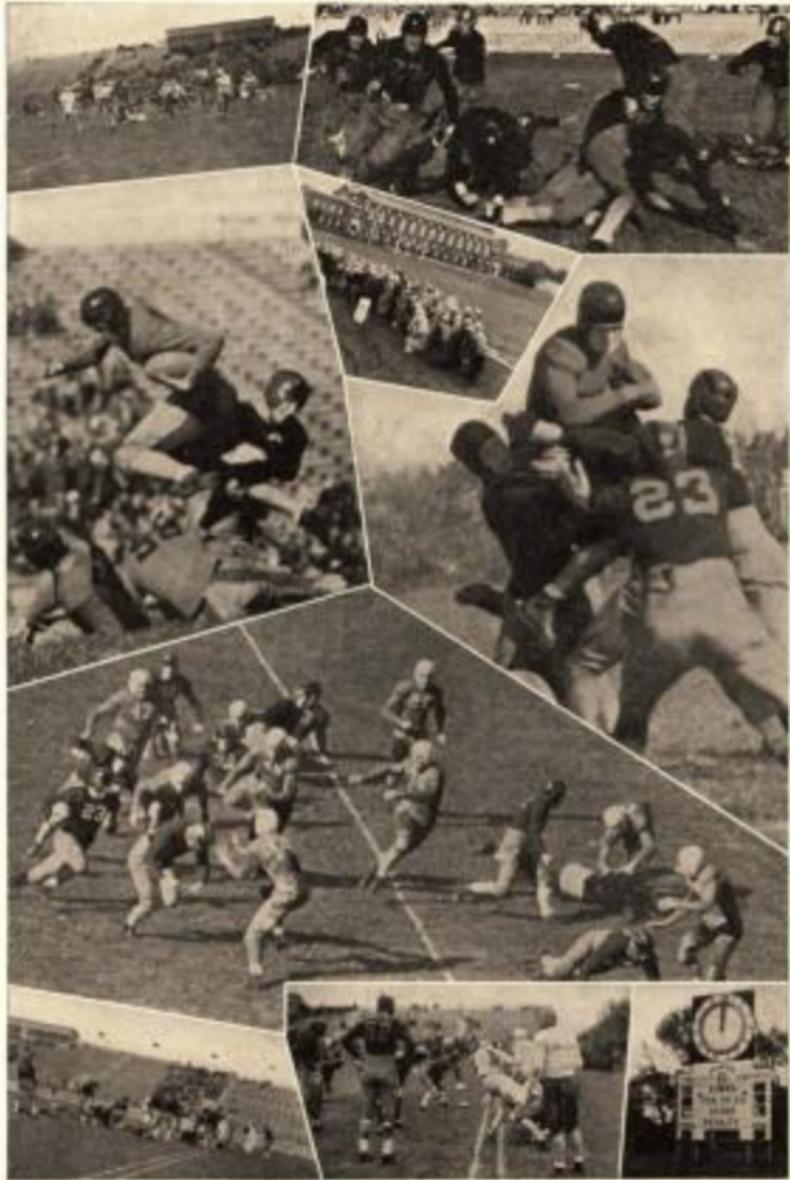


JOHN WILLIAMS



BERNIE SCHERER

Peter Haskin



CYCLONES VERSUS THE BIG SIX.

ATHLETIC WEAR

TROJAN

HONOR SWEATERS

AWARD BLANKETS

OF HIGHEST QUALITY

Silk-Faced Game, and Service Football Jerseys of all Types.

Shell Pants with the Trojan Improved Bucket Knee for Maximum Protection.

Side-Line Jackets, Knee Guards, Football Hoses.

Heavy and Baby Shaker Sweaters, Jerseys, Leather-Sleeved Jackets for Honor Awards.

Wrestling Tights

Basketball Suits

Trojan Athletic Wear Company

MANUFACTURERS

BAY CITY MICHIGAN

WE WILL GLADLY SUBMIT SAMPLES AND PRICES



We had a good team last year and we're going to have
a good one this year. They will do their
part if you do yours

Olmstead College Shop

MEN'S WEAR

A GOOD PLACE TO TRADE

OSCAR SAYS:

"Boost the
CYCLONES"

and Buy Your Shoes at



Florsheims

Walk-Overs

Friendly Fives

ARMY SHOES—\$2.98

West Ames' Exclusive

JOB
PRINTING
PLANT

CARTER PRESS

127 WELCH

WEST AMES

**S. HANSON
LUMBER
COMPANY**

BUILDING
MATERIAL,
OF ALL
KINDS

Office and Yard: 212 Duff Ave.

PHONE 10

*A Good Place
to Trade*

**JUDISCH BROS.
DRUG STORE**

209 MAIN ST. - - - PHONE 70

KIMLER
Ice and Coal
Company

IN THE FUTURE,
AS IN THE PAST,
WE ARE BACKING

IOWA STATE COLLEGE

PHONE 241 132 GRAND

Hawkeye
Laundry
Company

2810 WEST ST.

For Complete Laundry and
Dry Cleaning

We Call for and Deliver

PHONE 9 OR 98

"Power to the
CYCLONES"

CHEVROLET BUICK

Allen Motor
Company

SALES SERVICE

PHONE 395 5TH & DOUGLAS

"Guaranteed Used Cars"

O'Neil Dairy Company
manufacture quality ice cream
and have entered to the student trade
for twenty years. Our milk is Pas-
teurized in a good plant under the su-
pervision of I.S.C. graduates.

Call upon us for any service in our
line and you will be pleased with both
product and service.

O'Neil Dairy
Company

PHONE 62

Last Year's Heroes



PART BISCHER of Manchester, Mo., Cyclone guard in 1932-33-34 who received recognition on several all-Big Six teams and other mythical elevens during his gridiron career, received his degree last summer and is teaching and coaching at Algona High School.

FRANK HOOD of Creston, a Cyclone wing man on the football team and stellar guard and captain of Iowa State's Big Six champion basketball team last winter, is now on the editorial staff of the Kansas City Star, Kansas City, Mo. He received his degree in agricultural journalism last June.

WILBUR WINTER of Alden, Cyclone field general in 1933-34, has turned to other forms of intercollegiate competition and was a member of the Iowa State Dairy Judging Team which won third place at the Dairy Cattle Congress in Waterloo last week. "Frosty" also won some individual honors for himself at the show.

Don Timmruska of Smithland, captain of the Cyclone eleven in 1934 and for 3 years one of its outstanding backfield men, this year is completing his last year in the Division of Veterinary Medicine—over there in the Quadrangle where they make them go five years for a degree.

MARLOWE WILLIAMS of Des Moines, one of the greatest of Cyclone blocking backs, received his degree last June and is now employed by the Iowa Highway Commission, with headquarters at various places throughout the state.

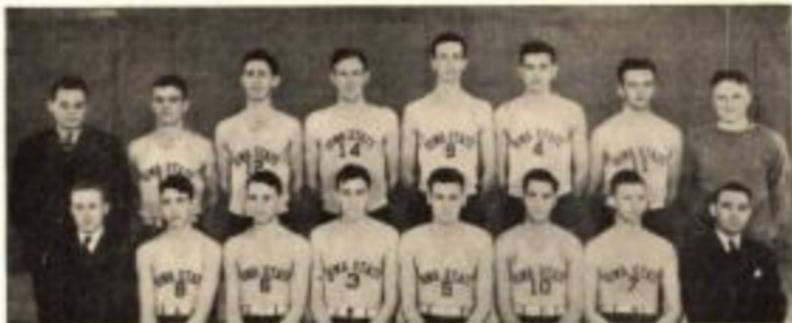
RUSSELL GUTE of Glidden, guard on the Cyclone football teams of 1933-34, left school early last May to take a position with the Midwest Division of the California Packing Corporation at Rockville, Ill. He is timekeeper and supervisor on the company's farms there.

DWIGHT "RED" GARNER of Ida Grove, Cyclone pivot man in 1933-34, is back in school this fall passing off a quarter's work missed 2 years ago last spring. He'll receive his degree in animal husbandry this December.

Both HUNTER BROWNS of Red Oak and MARVIN OBERG of Fremont, Neb., had 2 years of junior college work before enrolling at Iowa State—thereby cutting them out of one year of Big Six competition. They're buck this year taking their last year of school work while Brown gives special attention to the Cyclone centers on the varsity squad, his old position, and Oberg assists in snacking the fresh. He was a tackle.

HOWARD HARLAX of Stuart, plunging halfback on the Cyclone teams of 1932-33-34, is working for the Forest Service at Guthrie Center. He received his degree in forestry last June.

VERNON LLOYD of Ames, Cyclone tackle who received his degree in chemical engineering last June, is now employed by the International Smelting and Refinery Company at East Chicago, Ind. He is also playing football with the Calumet All-Stars.



Cyclone Title Holders



This Souvenir Program . . .

. . . comes from the presses of the Tribune Publishing Company here in Ames. It is the result of a combination of craftsmanship, modern equipment and speed in production.

We print anything from a tiny name-card to a high grade bound book edition. Our facilities are at your service.



TRIBUNE PUBLISHING COMPANY

Phone 2400

Ames, Iowa

Statement

Some time ago the Federal Congress passed an act providing for a tax on admissions to athletic events, the tax being ten per cent (10%).

Attorney General Edward L. O'Connor has ruled that this tax does not apply to athletic contests and exhibitions of Iowa State College of Agriculture and Mechanic Arts. However, a test suit has been instituted by the govern-

ment in West Virginia and pending the outcome of this suit, ten per cent (10%) will be held in trust. In case the Court rules in favor of the government, this ten per cent (10%) will be paid to the government. If the Court sustains Attorney General Edward L. O'Connor's position, then this ten per cent (10%) will be returned to the purchaser.

BE THERE
FOR THE *kick-off!*



SAVE TIME, MONEY, TROUBLE
GOING BY BUS

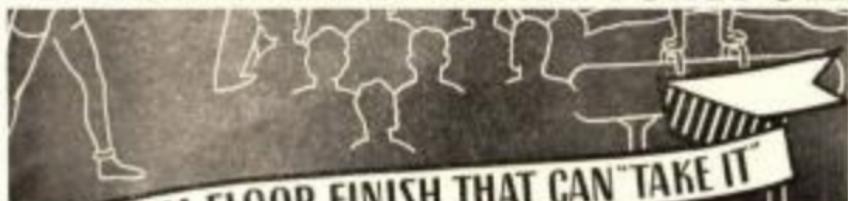
There are so many reasons why you will find this the ideal way to go to the game. Buses leave from handy downtown depots, take you to within walking distance from the stadium. Frequent schedules mean extra conveniences. Low fares mean extra savings. And you travel safely and comfortably, forgetting the traffic and parking problems. Next time try the buses. You'll agree, "It's a good trip."



INTERSTATE TRANSIT LINES



FOR IOWA STATE'S HEAVY SCHEDULE



THE GYM FLOOR FINISH THAT CAN "TAKE IT"

IOWA STATE and more than 3500 other schools now have Seal-O-San finished gymnasium floors. For Seal-O-San is the one floor finish that can take the punishment inflicted by all gym activities and come through unharmed.

Especially for basketball is a Seal-O-San floor ideal. Because Seal-O-San makes any wood floor 100% non-slippery. By preventing skids and falls, it assures faster floor play, speedier dribbling, and more confident shooting.

But there are many other advantages of Seal-O-San. It provides a beautiful floor, yet it costs much less than other types of finish, because it is applied without skilled labor. It seals the floor against dirt and moisture, thus eliminating costly scrubbing. And it is easy and economical to maintain.

Seal-O-San offers the correct solution to the gymnasium floor problem. Coaches and school officials are invited to write for complete information.



The HUNTINGTON LABORATORIES, Inc.

BIRMINGHAM

HUNTINGTON, INDIANA

TORONTO

SEAL-O-SAN

THE IDEAL WEAR-RESISTING FINISH FOR GYMNASIUM FLOORS



Memorial Union
... Our College Club
Where Cyclone fans gather
.... after the game

All Cyclone
TRAINING MEALS
are served at
Memorial Union

DINNER DANCING
This Evening
Good Food
Good Music
Good Floor

**DON'T take a Chance
on your
COAL!**



Order it by Name

**OLD BEN PURITY
GREEN MARKED COAL**

(TRADE MARK REG. U.S. PAT. OFF.)

We've Taken the Gamble and Guesswork
Out of the Buying of Fuel

One of our favorite fuels, Franklin County's best, now comes to you color marked, so that you can identify it. Take a look at it after our careful drivers have placed it in your bin—see the "green marks."

We unhesitatingly recommend this coal. Its high quality lies in its heat value and low ash content. Call us today and your order will be taken care of promptly.

EDWARDS COAL COMPANY

Phone 20

2312 Lincoln Way

Ames, Iowa